



SAN LUIS OBISPO COUNTY

DEPARTMENT OF PLANNING AND BUILDING

Promoting the wise use of land – Helping to build great communities

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NEW LOGO UNVEILED FOR COUNTY DEPARTMENT OF PLANNING & BUILDING

SAN LUIS OBISPO, CA – The San Luis Obispo County, Department of Planning & Building unveiled a new logo today. The new logo has a simple and modern design, with clean lines that connect four themed panels. The panels represent natural and man-made elements of the county including our vibrant coastal areas, our expansive natural open spaces, our great communities, and our valuable agricultural landscapes.

The new design was developed by partnering a staff focus group, led by Assistant Director Kami Griffin, with designer and recent Cal Poly, City and Regional Planning graduate, Frank Hanna. “Frank did an excellent job capturing who we are and graphically representing our Department’s mission of ‘*Promoting the wise use of land – Helping to build great communities.*’ We are excited to use the new logo on our website, informational brochures, envelopes, and presentations and we very thankful for Frank’s hard work and creativity,” commented Ms. Griffin.

“I am thoroughly impressed and pleased with the new logo. It captures and brands the county’s unique and diverse identity. Also, it showcases the strong partnership between the County and Cal Poly that continues to routinely deliver quality products,” noted Jason Giffen, Director of Planning and Building.

The agency’s name has been incorporated directly below the logo artwork. For more information about the Department of Planning and Building, please visit our website: www.sloplanning.org.

